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FOR SHOPPING
Sweety



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Winston-Salem, N.C. 27102
919-741-5000

DM-144-D

November 30, 1990

TO ALL DIVISION MANAGERS

SUBJECT: New Enhanced Canopy for Non-Self-Service
Carton Merchandisers

We are pleased to announce the November 1, 1990 availability of a new Enhanced Canopy system for non-self-service carton merchandising.

Objectives

- Improve RJR product visibility in a non-self-service carton environment.
- Provide RJR with a specific program to address growth of the non-self-service category.
- Support NSS-2 contract requirements for enhanced signage.

Features/Benefits

- New upscale design.
- Almond color to enhance store decor.
- Increased canopy height to 16" to improve POS impact.
- Accommodates metal and wood merchandisers.
- Lighted pricers for full priced and savings brands.
- Optional digital clock.
- Optional dealer logo area.
- Flexibility in placement of POS and option items.

Sales Brochure

A sales brochure is being developed for presentation use and will be available in January. A picture of a non-self-service set with the enhanced canopy is attached for your use in the meantime.

Canopy Sizes

The canopy is available in standard sizes of 6 to 16 feet in length (Diagram Numbers 025 through 175).

"We work for smokers."

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Canopy Sizes (continued)

If you require a size other than noted, a special request should be submitted with specific information for POS sizes and option needs.

If you are using wood merchandisers, the canopy will fit corresponding sizes by diagram number.

Side Decor Panel

In addition to the canopy, a matching side decor panel is available for mid-profile and high-profile metal flex merchandisers. This is available for security or non-security sets.

The side decor panel is not available for wood merchandisers.

Installation Guidelines

For each of the available diagram sizes, a standard canopy layout has been established to provide visual consistency and ease of ordering:

- The 3' POS panel is the primary advertising vehicle and should be the first choice where the canopy size is adequate.
- All canopies will be shipped with a "full price" brand pricer.
- Placement of Doral consolidation with pricer is available in merchandiser sizes 9' and larger.
- Digital clock is optional and should be used with key volume accounts or as a needed selling point.
- Clock should be placed on either end away from POS so as not to compete for attention.
- Optional logo panel should be offered in 2' size only.

Canopy Lighting

The enhanced canopy is designed to be fully lit versus lighting specific areas as in the current canopy. This provides flexibility to reposition the POS/Pricers if you require a deviation from the standard canopy set and provides down-lighting for the top row of cartons.

Canopy Lighting (continued)

It is not recommended for placement in locations where retailers will not light the canopy for the following reasons:

- Lighted signage is a requirement of NSS-2 Plan F.
- POS is only available in transparencies and, therefore, would not show very well unlighted.
- Pricers (full price and Doral) are designed to be backlit.

Point-of-Sale

Point-of-Sale transparencies will be packed with each 2' and 3' POS panel, therefore, it will not be necessary to order separately.

Ordering Procedure

- To initiate order(s), use Master Order Forms (attached) and submit to Division Office.
- Order all items via SMS item order function.
- These items are categorized in Inventory Management Category C.

Other

- Insert Master Order Forms in the merchandising section of the Master Order Forms book utilizing new tab (attached).
- Allocations will be provided by your Sales Area Office.

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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